



*Housing*

# Targeted Outreach and Engagement Program

City Council  
March 26, 2024  
Item 8.4

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# Encampments in San José

- Currently 16 SOAR encampments where consistent, proactive outreach is provided
- In FY2022-2023, over 5,000 outreach requests from community, CSJ departments, and partner agencies
- Beautify SJ services approximately 150 encampment locations throughout the City; approximately 50 additional unserved encampment locations



# The Role of Outreach in Homelessness System



**70% of San José's homeless population  
is unsheltered**

## Outreach:

- First point of contact for people needing assistance
- Point of entry into Coordinated Entry System
- Street-level case management
- Direct referrals to interim housing
- Emergency Response
- Inclement Weather Response

# Street-Based Case Management Roles

- 🏠 Build trust/rapport in trauma-informed manner so the individual will access services
- 🏠 Provide basic needs (food, water, hygiene)
- 🏠 Assessment of needs
  - Entry/update into coordinated entry system
  - Referrals/transportation/assistance addressing immediate needs
    - ID voucher
    - Addressing medical needs
    - Obtaining a phone
    - Using case managers phone to call shelter hotline
- 🏠 Helping the individual get "document ready"
  - Schedule and transport to appointments for ID, Social Security, income documents, immigration documents



# Outreach Coordination

Project/Initiative	Outreach Provider	Partners
Downtown	PATH	OEDCA, MLK Library, Social Impact Team, County Behavioral Health
Direct Discharge	PATH	ESD, Tully Library, PRNS
Valley Water Flood Protection Project	HomeFirst	PRNS, Valley Water
County Office of Supportive Housing (OSH)	PATH/HomeFirst	OSH
Guadalupe Gardens Abatement	PATH/HomeFirst	PRNS, SJPd, OSH, Destination: Home
Safe Encampment Resolution	PATH/HomeFirst	PRNS, Guad. River Park Conservancy
Flood Response / Evacuation Transition Facilities	HomeFirst	City Council, PRNS, Public Works, SJPd
HMIS Self-Service Portal	PATH/HomeFirst	Libraries, OSH, LEAB, Destination:Home, HomeBase



# Case Study: Safe Encampment Resolution at Guadalupe River Downtown

**282 people were served in the encampment.  
142 successfully exited the encampment to temporary  
and permanent housing**

## Outreach Role

- Conducted census of encampment and established by-name list
- Delivered messaging to encampment residents about abatement and enforcement actions
- Provided street-level case management including basic needs, document readiness, and other barrier removal to shelter and housing
- Facilitated move-ins to permanent and temporary housing, including transportation



# Reactive vs. Proactive Outreach

## Reactive

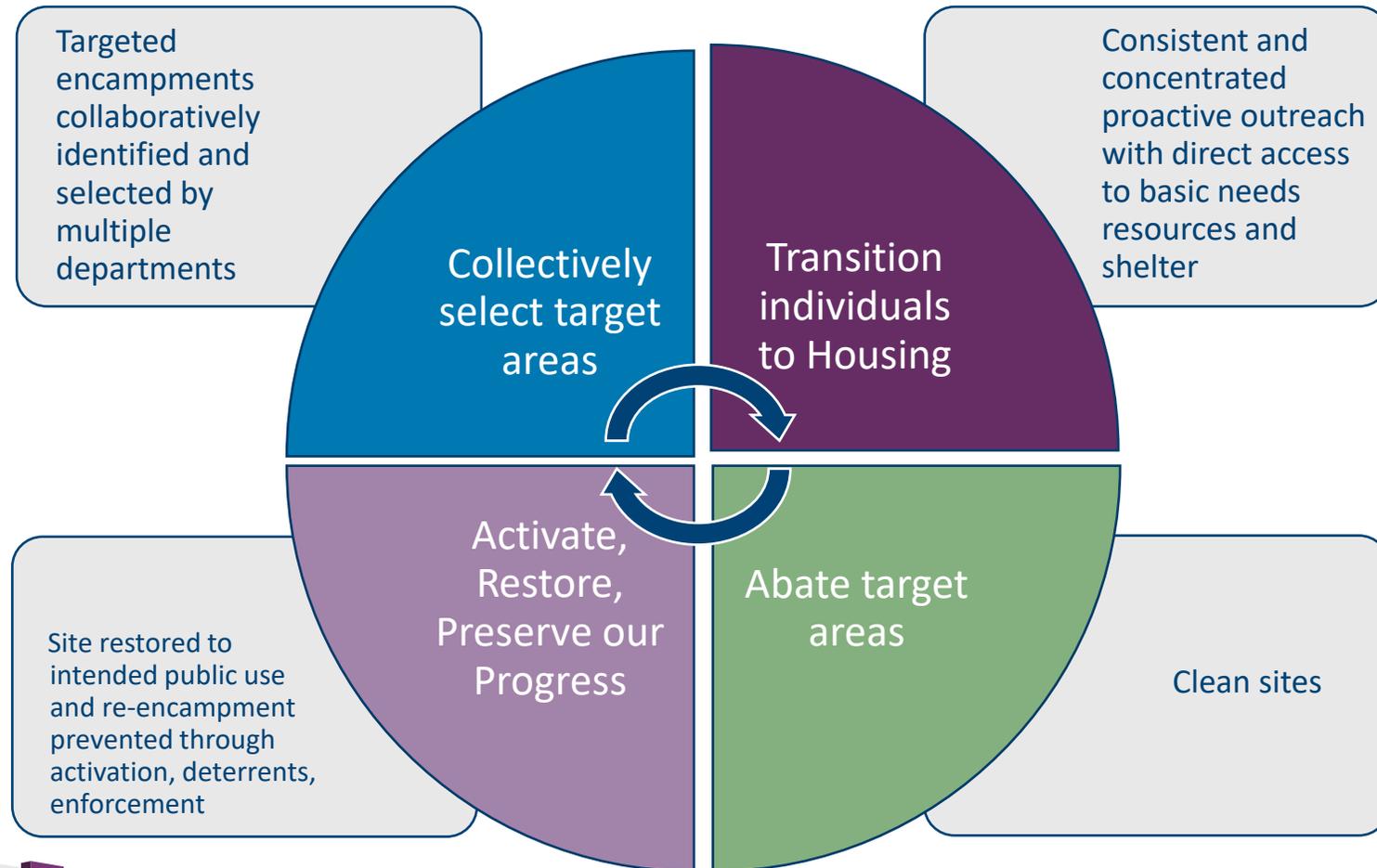
- 🏠 Response to complaint/concern
- 🏠 Often first and only contact with client
- 🏠 Often pre-abatement or pre-enforcement
- 🏠 8% successful outcomes

## Proactive

- 🏠 Consistent services over time
- 🏠 Sustained relationship/rapport with clients
- 🏠 Street-based case management
- 🏠 40% successful outcomes



# Targeted Encampment Outreach Model



# Replicate Encampment Resolution Model

- 🏠 **Quality** of services over quantity of interactions
- 🏠 **Trust** and relationship building through proactive and consistent case management
- 🏠 **Individualized** housing plans, care coordination, homeless system navigation
- 🏠 **Connections** to resources: employment, public benefits assistance, and health
- 🏠 Encampment **management**: waste, portable restrooms, handwashing stations
- 🏠 **Outcome-driven**: direct referrals to emergency interim housing or other opportunities
- 🏠 **Clean** the target area
- 🏠 **Activate** the area and **restore** it to its intended use



# Recommendation

Adopt a resolution authorizing the Director of Housing, the Acting Director of Housing, or their designee to negotiate and execute the following targeted outreach and engagement program grant agreements serving unsheltered individuals and households beginning in Fiscal Year 2023-2024 with up to three one-year options to extend, subject to the appropriation of funds and termination for convenience:

- (a) PATH for the Targeted Outreach and Engagement Program in the amount of \$4,428,303 from April 1, 2024 to June 30, 2025; and
- (b) HomeFirst of Santa Clara County for the Targeted Outreach and Engagement Program in the amount of \$4,234,887 from April 1, 2024 to June 30, 2025.





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